

California Distance Learning Health Network (CDLHN) and University of California Television (UCTV)

Partnering to Improve Distance Learning

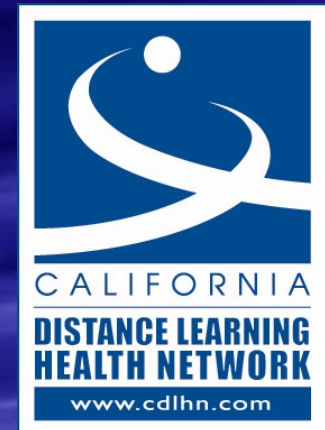
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Presented by:

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Victoria Powell – Special Projects Manager of UCTV**

Strategic Partnerships

- CDLHN and UCTV have formed a strategic partnership to promote distance learning opportunities throughout California.
- **CDLHN Resources:**
 - network of satellite downlink receivers for viewing
 - organized network of professional audience members
 - Produces as well as promotes broadcasts
 - Spanish Language Translation Capabilities
 - International connection
- **UCTV Resources:**
 - 24/7 broadcasting and webcasting
 - UCTV offers a wealth of consumer and health professional programs
 - CME/CEU accredited programs for distance learning



University of California Television

UCTV

- **Non-commercial educational station**

- Began broadcasting January, 2000
- Vision: to create a window on the workings of the University of California
- broadcasts 24/7 via Dish Network and direct broadcast to C-band satellite receivers with dvb decoders
- Cable stations throughout California and beyond carry UCTV
- UCTV satellite broadcasts is approaching 13 million households nationwide

UC Campuses:

Berkeley
Davis
Irvine
Los Angeles
Merced
Riverside
San Diego
San Francisco
Santa Barbara
Santa Cruz



UCTV on the Web

- **UCTV webstreams all programming as it is broadcast**
- **Houses a robust archive of programs as Video-on-Demand**
 - Convenient for busy professionals
 - Always available
- **UCTV LIVE!**
 - Provided by V-Brick Systems
 - Captures live presentations (e.g. Grand Rounds)
 - Permits real time viewing via TV or the Web
 - Broadcasts to nearly 13 million households nationwide



Moving Satellite Broadcast from Analog to Digital

- **Advantages of Digital broadcasting**

- More channels in less bandwidth for more programming
- Improved quality
- Encryption capabilities



Analog receiver for
satellite dish

- **Decoders**

- Allow analog broadcasts to be received digitally
- Very inexpensive

- **UCTV broadcasts a digitally compressed signal**

- Economy of signal allows for 24/7
- UCTV uses MPEG-2 compression



Digital decoder for
UCTV Broadcasts

- **Next step in UCTV's distance learning evolution**

- Live Interactive Capability

Building a Satellite Network

- In 2003, CDLHN and the California Department of Health Services (CDHS) completed satellite installations for all of California's 61 Local Health Jurisdictions
- Network connects over 100 downlink sites including hospitals, medical clinics, universities, and health departments.

ALL of California's Local Health Jurisdictions are equipped to downlink the latest Immunization and Bio-terrorism Preparedness information.



Supporting California DLFs

Equipment & Technical Assistance

- CDLHN serves DLFs at all the California Local Health Jurisdictions
 - coordinating satellite equipment procurement and installation
 - providing technical assistance and trainings to help DLFs facilitate downlinks by the:
 - Creation of quick reference guides
 - Creation of training video
 - Site visits to distance learning location



San Luis Obispo County

Pictured: Dr. Greg Thomas & Barbara Schwenoha

Support through Marketing and Resource Materials

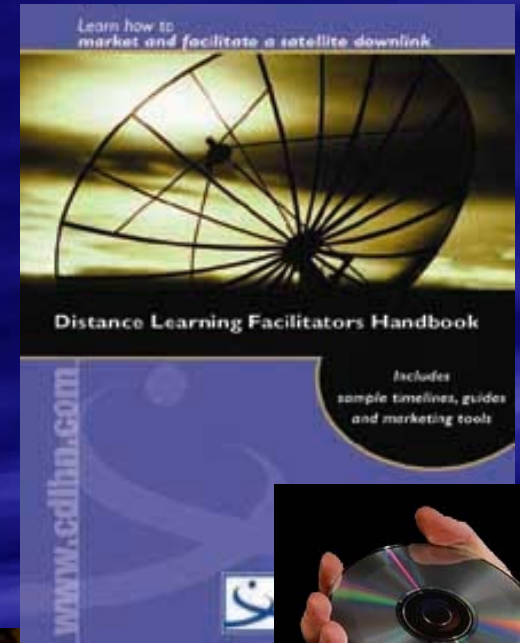
Marketing and Facilitating

- CDLHN created the DLF Handbook & Marketing CD ROM including:
 - Easy-to-implement facilitation techniques & tips
 - Easy-to-use marketing and promotions schedules and templates for in-house design & printing

Printed Resource Materials

- Providing DLFs with information on a variety of satellite broadcasts through:
- Quarterly e-Satellite+ Program Guide
- Direct Mail
 - Postcards
 - Flyers
 - Brochures

Equipping DLFs with tools to save time & money!



**Working together, we can
accomplish so much more.**

THANK YOU

www.cdlhn.com



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CDLHN is nonprofit organization under the Graduate School of Public Health
at San Diego State University.